

EXHIBIT 92

REDACTED





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1P migration will be leveraged to unwind high AdX floors, and give it an equal footing vs 3P SSPs

Pubs set higher floors on AdX for a variety of reasons

- Global Bernanke subsidizes pubs with higher floors
- Perception that undesirable ads correlated with low CPMs, and higher floors "protect" them
- Simulating a real-time waterfall and soft floor buyers (like DBM)
- Perceived benefit of revenue diversity (not relying solely on Google for revenue)

After migration, AdX 1P bids only subject to unified floors (uniformly applies to all indirect demand)

- Unified pricing rules will be launched in Q1
 - Equal floor across AdX, Jedi and remnant demand
 - No preferential access to certain SSPs/buyers (no buyer specific floors)
 - Ability to set diff. floors for diff. advertisers (channel conflict protection)
- AdX 1P bids will be exempt from existing high AdX floors (which will be deprecated)

Protections (advertiser/buyer blocks) will also be unified across AdX and Jedi in 2019, to further reduce inventory incrementality on 3P SSPs

Google

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